

ORDER



KLAS

Orders
Order / Rev: 37424
Alt Order #: 08863444
Product Desc: BERKLEY/SENATE/D
Estimate:
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 09/26/12 / 10/16/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Berkley, Shelley - D-USS
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	93	\$73,485.00	\$62,462.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	93	\$73,485.00	\$62,462.25	0.00
Totals	93	\$73,485.00	\$62,462.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$73,485.00
Market	100%	\$244,950.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$61,237.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,247.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/30/12	11/02/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	-TWTF--	:30	8	\$25.00	LV3	0.00	NM	8	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-TWTF--	8		\$25.00	0.00							
E 2	8	11/05/12	11/05/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	M-----	:30	2	\$25.00	LV3	0.00	NM	2	\$50.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 2 \$25.00 0.00															
E 3	8	10/30/12	11/02/12	CBS This Morning 7-9a	CM	7-9a	-TWTF--	:30	5	\$165.00	LV3	0.00	NM	5	\$825.00
CBS This Morning															
THS MRN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 5 \$165.00 0.00															
E 4	8	11/05/12	11/05/12	CBS This Morning 7-9a	CM	7-9a	M-----	:30	2	\$165.00	LV3	0.00	NM	2	\$330.00
CBS This Morning															
THS MRN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 2 \$165.00 0.00															
E 5	8	10/30/12	11/02/12	8 News Now 5a M-F	CM	5-6a	-TWTF--	:30	5	\$185.00	LV3	0.00	NM	5	\$925.00
8 News Now 5a M-F															
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 5 \$185.00 0.00															
E 6	8	11/05/12	11/05/12	8 News Now 5a M-F	CM	5-6a	M-----	:30	2	\$185.00	LV3	0.00	NM	2	\$370.00
8 News Now 5a M-F															
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 2 \$185.00 0.00															
E 7	8	10/30/12	11/02/12	8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	5	\$250.00	LV3	0.00	NM	5	\$1,250.00
8 News Now 6a M-F															
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 5 \$250.00 0.00															
E 8	8	11/05/12	11/05/12	8 News Now 6a M-F	CM	6-7a	M-----	:30	2	\$250.00	LV3	0.00	NM	2	\$500.00
8 News Now 6a M-F															
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 2 \$250.00 0.00															
E 9	8	10/30/12	11/02/12	8 News Now Noon M-F	CM	12-1230p	-TWTF--	:30	3	\$275.00	LV3	0.00	NM	3	\$825.00
8 News Now Noon M-F															
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 3 \$275.00 0.00															
E 10	8	11/05/12	11/05/12	8 News Now Noon M-F	CM	12-1230p	M-----	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
8 News Now Noon M-F															
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$275.00 0.00															
E 11	8	10/30/12	11/02/12	Ellen	CM	3-4p	-TWTF--	:30	4	\$375.00	LV3	0.00	NM	4	\$1,500.00
Ellen															
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 4 \$375.00 0.00															
E 12	8	11/05/12	11/05/12	Ellen	CM	3-4p	M-----	:30	1	\$375.00	LV3	0.00	NM	1	\$375.00
Ellen															
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$375.00 0.00															
E 13	8	10/30/12	11/02/12	Price Is Right	CM	10-11a	-TWTF--	:30	1	\$1,575.00	LV1	0.00	NM	1	\$1,575.00
Price Is Right															
PRICE RITE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 1 \$1,575.00 0.00															
E 15	8	10/30/12	11/02/12	Live w/Kelly	CM	9-10a	-TWTF--	:30	3	\$275.00	LV3	0.00	NM	3	\$825.00
Live w/Kelly															
KELLY															

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Advertiser: Berkley, Shelley - D-USS
Product Desc: BERKLEY/SENATE/D
Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	8	10/30/12	11/02/12	Live w/Kelly Live w/Kelly	CM	9-10a -TWTF--	:30	3	\$275.00	LV3	0.00	NM	3	\$825.00
KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$275.00		0.00			
E 16	8	11/05/12	11/05/12	Live w/Kelly Live w/Kelly	CM	9-10a M-----	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$275.00		0.00			
E 17	8	11/04/12	11/04/12	8 News Now Sun 5-7p 8 News Now Sun	CM	430-530p, 630-7p -----S	:30	2	\$250.00	LV2	0.00	NM	2	\$500.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				2	\$250.00		0.00			
E 18	8	11/03/12	11/03/12	8 News Now Sat 5-7p 8 News Now Sat	CM	430-5p -----S-	:30	2	\$185.00	LV3	0.00	NM	2	\$370.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				2	\$185.00		0.00			
E 19	8	10/30/12	11/02/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p -TWTF--	:30	5	\$400.00	LV3	0.00	NM	5	\$2,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$400.00		0.00			
E 20	8	11/05/12	11/05/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p M-----	:30	2	\$400.00	LV3	0.00	NM	2	\$800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				2	\$400.00		0.00			
E 21	8	10/30/12	11/02/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p -TWTF-- (4:30 PM-5:00 PM)	:30	4	\$350.00	LV3	0.00	NM	4	\$1,400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$350.00		0.00			
E 22	8	11/05/12	11/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p M----- (4:30 PM-5:00 PM)	:30	1	\$350.00	LV3	0.00	NM	1	\$350.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$350.00		0.00			
E 23	8	11/03/12	11/03/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p -----S-	:30	1	\$165.00	LV3	0.00	NM	1	\$165.00
ET WKND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$165.00		0.00			
E 24	8	10/30/12	11/02/12	7-8p Rotator 7-8p Rotator	CM	7-8p -TWTF--	:30	3	\$1,225.00	LV1	0.00	NM	3	\$3,675.00
ET/INSDR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$1,225.00		0.00			
E 25	8	11/05/12	11/05/12	7-8p Rotator 7-8p Rotator	CM	7-8p M-----	:30	1	\$1,225.00	LV1	0.00	NM	1	\$1,225.00
ET/INSDR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,225.00		0.00			
E 26	8	10/30/12	11/02/12	630-7p Inside Edition Inside Edition	CM	630-7p -TWTF--	:30	2	\$1,400.00	LV1	0.00	NM	2	\$2,800.00
INS EDIT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$1,400.00		0.00			
E 27	8	11/05/12	11/05/12		CM	630-7p M-----	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00

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Alt Order #: 08863444
Flight Dates: 10/30/12 - 11/05/12

Advertiser: Berkley, Shelley - D-USS
Product Desc: BERKLEY/SENATE/D
Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
630-7p Inside Edition Inside Edition														
INS EDIT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,400.00		0.00			
E 29	8	10/30/12	10/30/12	Tue 10-11p Vegas	CM	10-11p -T-----	:30	1	\$1,700.00	LV2	0.00	NM	1	\$1,700.00
VEGAS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$1,700.00		0.00			
E 31	8	11/01/12	11/01/12	Thu 9-10p Person Of Interest	CM	9-10p ---T---	:30	1	\$2,100.00	LV2	0.00	NM	1	\$2,100.00
PERS OF INT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$2,100.00		0.00			
E 32	8	11/04/12	11/04/12	Sun 7-8p 60 Minutes	CM	7-8p -----S	:30	1	\$6,000.00	LV1	0.00	NM	1	\$6,000.00
60 MIN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$6,000.00		0.00			
E 34	8	11/05/12	11/05/12	Mon 9-10p 2 Broke Girls / Mike & Molly	CM	9-10p M-----	:30	1	\$7,700.00	LV1	0.00	NM	1	\$7,700.00
2 GRLS/ MIKE&MLLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$7,700.00		0.00			
E 35	8	11/04/12	11/04/12	Sun 10-11p The Mentalist	CM	10-11p -----S	:30	1	\$1,900.00	LV3	0.00	NM	1	\$1,900.00
MENTALIST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,900.00		0.00			
E 37	8	11/02/12	11/02/12	Fri 9-10p Made In Jersey	CM	9-10p ----F--	:30	1	\$1,200.00	LV3	0.00	NM	1	\$1,200.00
MD IN JRSY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/29/12-11/04/12		Fri 9-10p		9-10p	-----F----	:30	(\$1,200.00)		0.00	NM		
See MG 37.2 [Due Program Change To "CSI NY" - bco]														
2	8	11/02/12-11/02/12		Fri 9-10p		9-10p	-----F----	:30	\$1,200.00		0.00	NM		
Ⓜ MG for 37.1 11/02														
E 38	8	11/04/12	11/04/12	Sun 9-10p The Good Wife	CM	9-10p -----S	:30	1	\$1,400.00	LV3	0.00	NM	1	\$1,400.00
GD WIFE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,400.00		0.00			
E 40	8	11/05/12	11/05/12	Mon 8-9p How Met Mother/ Partners	CM	8-9p M----- (8:00 PM-9:00 PM)	:30	1	\$6,500.00	LV1	0.00	NM	1	\$6,500.00
MTHR/PRTNR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$6,500.00		0.00			
E 44	8	10/31/12	10/31/12	Wed 9-10p Criminal Minds	CM	9-10p --W----	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
CRIM MINDS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$12,000.00		0.00			
E 46	8	11/01/12	11/01/12	Thu 8-9p Big Bang / 2 1/2 Men	CM	8-9p ---T---	:30	1	\$2,700.00	LV2	0.00	NM	1	\$2,700.00
BG BNG/2.5 MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$2,700.00		0.00			

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Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 49	8	11/05/12	11/05/12	Letterman Letterman	CM	1135p-1237a M-----	:30	2	5200.00	LV3	0.00	NM	2	5400.00
LTTRMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				2	\$200.00		0.00			
E 50	8	10/30/12	11/02/12	Craig Ferguson Craig Ferguson	CM	1237a-137a -TWTF-- (12:37 XM-1:37 XM)	:30	4	5110.00	LV3	0.00	NM	4	\$440.00
FERGSN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$110.00		0.00			
E 51	8	11/05/12	11/05/12	Craig Ferguson Craig Ferguson	CM	1237a-137a M----- (12:37 XM-1:37 XM)	:30	1	5110.00	LV3	0.00	NM	1	\$110.00
FERGSN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$110.00		0.00			
E 52	8	11/03/12	11/04/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P -----SS	:30	2	\$300.00	LV3	0.00	NM	2	5600.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----SS				2	\$300.00		0.00			
E 53	8	10/30/12	11/02/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p -TWTF--	:30	2	5500.00	LV3	0.00	NM	2	\$1,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$500.00		0.00			
E 54	8	11/05/12	11/05/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p M-----	:30	1	\$500.00	LV3	0.00	NM	1	5500.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$500.00		0.00			
E 56	8	11/04/12	11/04/12	CBS News Sunday Morn CBS News Sunday Morning	CM	CBS Sunday Morn-----S	:30	1	\$1,225.00	LV1	0.00	NM	1	\$1,225.00
SUN MRN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,225.00		0.00			
E 57	8	11/04/12	11/04/12	8 News Now Sun AM #2 8 News Now Sun AM #2	CM	8 News Now Sun A-----S	:30	1	\$1,225.00	LV1	0.00	NM	1	\$1,225.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,225.00		0.00			
Totals												93	\$73,485.00	